

### Abstract

It is intended to provide an osteogenesis promoter having a remarkable effect of positively promoting osteogenesis and thus preventing/treating bone diseases; a preventive/a remedy for bone diseases such as osteoporosis having both of an osteogenesis-promoting effect and a bone resorption-inhibiting effect; and a method of screening an active ingredient for preventing/treating bone diseases by using a compound having both of an osteogenesis-promoting effect and a bone resorption-inhibiting effect as a lead compound. It is confirmed that beta-cryptoxanthin, which occurs in a large amount in peel and sarcocarp of satsuma orange, has an osteogenesis-promoting effect and a therapeutic effect on bone disease. Thus, beta-cryptoxanthin or its composition is used as an osteogenesis promoter, a preventive/a remedy for bone diseases, a functional food or a food material for preventing/treating bone diseases and a feed composition.